

Media and Marketing Opportunities

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Media and Marketing Opportunities

Media and Marketing Opportunities Overview

The team of media and PR professionals at Bennett & Company spearhead the PR and marketing initiatives on behalf of the Seminole County CVB. This mission includes working with key journalists and travel writers to obtain editorial coverage to promote Seminole County as a unique tourist destination.

You'll find below five opportunities for participation to increase your exposure to a variety of media outlets and editorial opportunities. Specific program details will be available as the dates and deadlines are finalized throughout the year. If you are interested in any of the following opportunities, simply check the appropriate box(es) and return this form to Laura Richeson at Bennett & Company via fax 407-425-6099.

The 2002-2003 Marketing Plan Presentation is available online at www.visitseminole.com.



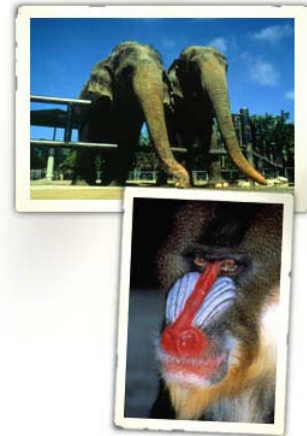
Bennett & Company
255 S. Orange Avenue
Suite 1225
Orlando, FL 32801
Phone: 407-425-6040
Fax: 407-425-6099
www.bennettandco.com

Media and Marketing Opportunities

Media and Marketing Opportunities Checklist

☐ Photo / Image Library

A picture is worth a thousand words and we need your pictures. If you have high-resolution (300 dpi or greater) images available in electronic format, you are invited to send them to Laura Richeson via email at Lricheson@bennettandco.com. These images will be used on the website, in news releases, printed materials and more.



☐ Media Kits / Brochures and News Items

Do you have a new product, promotion or special event coming up? Bennett & Company responds to nearly 20 media inquiries each month for journalist in search of story information. Additionally, your news items may be included in the Seminole Shorts tourism newsletter, sent every other month via e-mail to more than 250 tourism professionals in the Central Florida area. Please be sure to send us a copy of your latest brochure, your own media kit and newsworthy items – we will weave these items together with our CVB tailored messages.



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Media and Marketing Opportunities Checklist *(continued)*

☐ Media FAM Host (Group and Individual)

Throughout the year, Bennett & Company invites key, prescreened journalists to visit Seminole County for both group and individual guided tours. These tours are themed (i.e., nature or history) and follow a scheduled itinerary. Although editorial coverage is not guaranteed, we carefully match the needs of the journalists with your company offerings. If you would like to host a travel journalist, with complimentary accommodations or admission, please complete the form on the following page and return it to Bennett & Company via fax 407-425-6099.



☐ Hospitality Night Host

As a direct result of your ideas to create more opportunities for industry networking and education, the CVB will host a quarterly hospitality night. For example, each event will be from 5:30 to 6:30 p.m. and will include a presentation or guest speaker followed by networking opportunities and a tour of the host location. Specific timing and program details will be finalized with each location host and invitation notices will be included in the Seminole Shorts e-mail newsletter.

Commitment / Interest Approval

If you are interested in participating in the media and marketing opportunities, simply check all boxes that apply and Bennett & Company will contact you to finalize the program details.

Name: _____

Company: _____

Phone: _____ Fax: _____

Email: _____

Additional Information or Areas of Interest: _____



☐ **Yes, we would like to be included in Seminole County CVB Media Tour Opportunities.**

We would like to be included on the list of attractions, shopping venues, restaurants and hotels for journalists and their guests to visit while in Seminole County during 2002-2003.

Company Name _____

Contact Name _____

Title _____ Email _____

Phone Number _____ Fax Number _____

Brief Description of Offer _____

Blackout dates or Restrictions: _____

Reservations required (circle) Yes No

Tip included (circle) Yes No

Tax included (circle) Yes No

Additional Information _____

Signature

Date

Fax back to Laura Richeson at Bennett & Company ~ (407) 425-6099

255 S. Orange Avenue ♦ Suite 1225 ♦ Orlando, FL 32801

Phone: 407/425-6040





Checklist for Working with Bennett & Company, the Public Relations Team for the Seminole County CVB

- ☐ Send your updated press kit for the PR team to keep on file.
- ☐ Attend a CVB committee meeting or the annual Camp Creativity marketing workshop.
- ☐ Place us on your mailing list for news releases and newsletters.
- ☐ Send us 300 dpi, digital, color images via email to be used in news releases, newsletters and promotional opportunities with the CVB.
- ☐ Sign-up to participate in media tour opportunities.
- ☐ Forward information on special events so it may be included on the Calendar of Events that is distributed to the media.
- ☐ Be sure to link your website to the CVB website.
- ☐ Add our information to your rolodex:



**Laura Richeson, Vice President
Bennett & Company Marketing
255 S. Orange Ave., Suite 1225
Orlando, Florida 32801**

Phone: (407) 425-6040

Fax: (407) 425-6099

Email: Lricheson@bennettandco.com

